



Executive Summary

11201 Meredith Dr, Urbandale, Iowa, 50322
Rings: 1, 3, 5 mile radii

Prepared by Andrew HodgesApril Hessenius

Latitude: 41.644017350
Longitude: -93.77166074

	1 mile	3 miles	5 miles
Population			
2000 Population	1,610	30,765	104,658
2010 Population	2,376	43,577	133,561
2013 Population	2,348	46,661	142,130
2018 Population	2,410	51,256	156,286
2000-2010 Annual Rate	3.97%	3.54%	2.47%
2010-2013 Annual Rate	-0.36%	2.13%	1.93%
2013-2018 Annual Rate	0.52%	1.90%	1.92%
2013 Male Population	47.1%	48.7%	48.7%
2013 Female Population	52.9%	51.3%	51.3%
2013 Median Age	39.6	37.9	36.3

In the identified area, the current year population is 142,130. In 2010, the Census count in the area was 133,561. The rate of change since 2010 was 1.93% annually. The five-year projection for the population in the area is 156,286 representing a change of 1.92% annually from 2013 to 2018. Currently, the population is 48.7% male and 51.3% female.

Median Age

The median age in this area is 36.3, compared to U.S. median age of 37.3.

Race and Ethnicity

2013 White Alone	92.1%	90.2%	89.0%
2013 Black Alone	1.6%	2.3%	3.3%
2013 American Indian/Alaska Native Alone	0.1%	0.1%	0.2%
2013 Asian Alone	4.3%	4.3%	4.0%
2013 Pacific Islander Alone	0.1%	0.0%	0.0%
2013 Other Race	0.5%	1.4%	1.6%
2013 Two or More Races	1.3%	1.8%	2.0%
2013 Hispanic Origin (Any Race)	3.0%	4.1%	4.6%

Persons of Hispanic origin represent 4.6% of the population in the identified area compared to 17.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 27.6 in the identified area, compared to 62.1 for the U.S. as a whole.

Households

2000 Households	683	11,635	42,578
2010 Households	1,028	16,662	53,828
2013 Total Households	1,016	17,819	57,164
2018 Total Households	1,039	19,537	62,618
2000-2010 Annual Rate	4.18%	3.66%	2.37%
2010-2013 Annual Rate	-0.35%	2.09%	1.87%
2013-2018 Annual Rate	0.45%	1.86%	1.84%
2013 Average Household Size	2.31	2.61	2.47

The household count in this area has changed from 53,828 in 2010 to 57,164 in the current year, a change of 1.87% annually. The five-year projection of households is 62,618, a change of 1.84% annually from the current year total. Average household size is currently 2.47, compared to 2.47 in the year 2010. The number of families in the current year is 37,661 in the specified area.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

December 18, 2013



Executive Summary

11201 Meredith Dr, Urbandale, Iowa, 50322
Rings: 1, 3, 5 mile radii

Prepared by Andrew HodgesApril Hessenius

Latitude: 41.644017350

Longitude: -93.77166074

	1 mile	3 miles	5 miles
Median Household Income			
2013 Median Household Income	\$69,744	\$89,106	\$74,242
2018 Median Household Income	\$95,388	\$103,478	\$89,790
2013-2018 Annual Rate	6.46%	3.04%	3.88%
Average Household Income			
2013 Average Household Income	\$103,248	\$110,517	\$95,030
2018 Average Household Income	\$122,538	\$128,599	\$111,615
2013-2018 Annual Rate	3.49%	3.08%	3.27%
Per Capita Income			
2013 Per Capita Income	\$45,544	\$42,511	\$38,277
2018 Per Capita Income	\$53,911	\$49,399	\$44,765
2013-2018 Annual Rate	3.43%	3.05%	3.18%

Households by Income

Current median household income is \$74,242 in the area, compared to \$51,314 for all U.S. households. Median household income is projected to be \$89,790 in five years, compared to \$59,580 for all U.S. households

Current average household income is \$95,030 in this area, compared to \$71,842 for all U.S. households. Average household income is projected to be \$111,615 in five years, compared to \$83,667 for all U.S. households

Current per capita income is \$38,277 in the area, compared to the U.S. per capita income of \$27,567. The per capita income is projected to be \$44,765 in five years, compared to \$32,073 for all U.S. households

Housing			
2000 Total Housing Units	719	12,046	44,229
2000 Owner Occupied Housing Units	601	8,993	30,441
2000 Owner Occupied Housing Units	82	2,642	12,137
2000 Vacant Housing Units	36	411	1,651
2010 Total Housing Units	1,061	17,438	56,787
2010 Owner Occupied Housing Units	835	13,370	39,332
2010 Renter Occupied Housing Units	193	3,292	14,496
2010 Vacant Housing Units	33	776	2,959
2013 Total Housing Units	1,086	18,736	60,429
2013 Owner Occupied Housing Units	812	14,151	41,358
2013 Renter Occupied Housing Units	205	3,668	15,806
2013 Vacant Housing Units	70	917	3,265
2018 Total Housing Units	1,128	20,333	65,905
2018 Owner Occupied Housing Units	832	15,661	45,822
2018 Renter Occupied Housing Units	207	3,876	16,796
2018 Vacant Housing Units	89	796	3,287

Currently, 68.4% of the 60,429 housing units in the area are owner occupied; 26.2%, renter occupied; and 5.4% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 56,787 housing units in the area - 69.3% owner occupied, 25.5% renter occupied, and 5.2% vacant. The annual rate of change in housing units since 2010 is 2.80%. Median home value in the area is \$200,841, compared to a median home value of \$177,257 for the U.S. In five years, median value is projected to change by 2.80% annually to \$230,543.

Data Note: Income is expressed in current dollars

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

December 18, 2013